Design, Build, and Present a Zooming into Membership Slide Deck (ex. PPT) FAQs

Q: Who designs and builds the Zooming into Membership (ZIM) PPTs?
A: The host PTA designs and builds the ZIM slide deck. This host of the ZIM event series can be a Region, District, Council or State PTA.

Q: What do I include in a successful Zooming into Membership slide deck?
A: Eye-appealing colors, graphics, and photos with only a limited number of words on slides—think bullets, not full sentences. Plan to use the chat box frequently for engagement and build in polls or other fun activities. Successful ZIMs are fast-paced, engaging and fun. Build the deck to support that type of environment.

Q: Does National PTA provide a Zooming into Membership PowerPoint Template.
A: Yes. National PTA recommends the host PTA use the PowerPoint template available in the Membership Campaign Kit which can be found in the Membership Campaign materials download, October Update folder. It is simple, colorful and ready-to-use. Also see the PowerPoint Sample Slide Deck in this kit for samples and ideas of slide design.

Q: What is the ideal length of a ZIM event?
A: It is hard to hold an adult's attention in the virtual world for more than 45 minutes, so plan for 45 minutes. Do not exceed 60 minutes. Keep the slide deck under 30 slides.

Q: What is the ideal timing breakdown for a ZIM event?
A: Housekeeping/Agenda/Introductions -- 5 minutes, 3-4 slides.
          Local PTA Presentation (including Q&A) – 20 minutes, 3-5 slides.
          Host PTA/State PTA/National PTA (including Q&A and polling) -- 10 minutes, 4-5 slides.
          Membership Awards/Celebrations – 2-5 minutes, 1-2 slides
          Fun Polls/Q&A/Sharing – 5 minutes, 3-4 slides.
          Wrap-Up and Prizes – 2-5 minutes, 3-4 slides.

Q: Where do I use PTA logos in the slide deck?
A: National PTA recommends that all slides be branded with the host's PTA logo. Using the logs of all presenters for introductions and closing slides reinforces PTA's value and connections. Use the logos of all presenters on the slides for each of their PTAs. See the PowerPoint Sample Slide Deck for ideas. Need to create a logo? Easy-to-follow instructions can be found here on the National PTA website.

Q: What should be included in the local PTA portion of the presentation?
A: Information and demographics about the community the PTA serves, photos from events, graphics used in social media and other promotions, examples of forms and publications, successful membership strategies, and outcomes. The local PTA supporting slides should

include the local PTA logo. The local PTA presenter should link the PTA's work to engaging the community and growing membership.

Q: What goes into the host's PTA portion of presentation?
A: Host membership resources, tips, and available training. How the host PTA supports and recognizes membership growth efforts. Membership award and incentive information. Recognition of membership achievement of local PTAs served by the host PTA.

Q: Should a region, district, or council host PTA invite the state PTA to attend and present?
A: Yes. ZIM builds connections among all levels of PTA and demonstrates PTA value at all levels. Invite and introduce state board members who attend and allow the state PTA to provide a brief presentation or welcoming comments to strengthen connections.

Q: Should all Zooming into Membership Events include a National PTA Presentation?
A: Yes. Again, ZIM builds connections among all levels of PTA and demonstrates PTA value at all levels of PTA. With two weeks' notice, National PTA will provide slides and a script for each of the slides provided for your ZIM events. Contact the Membership Outreach Team at membership@pta.org to request the slides.

Q: In addition to National PTA resource slides, how will National PTA support a host PTA Zooming into Membership initiative?
A: If given two weeks' notice, National PTA will work to provide a speaker to present National PTA's slides. In addition, upon request, National PTA will offer suggestions and guidance for preparing and hosting a ZIM event and in creation of promotion and data tracking plans. Contact membership@pta.org for assistance.

Q: Should presenters use a script?
A: Yes. It is a good idea to have a script of bulleted list of points for each slide, and everyone presenting during the ZIM event should have a copy. This helps the event flow and prevents repetition. It also allows another person to jump in and help if a presenter's technology fails or t he presenter is unable to attend the event at the last minute.

Q: How do I kick-off a live ZIM event?
A: If your platform allows, hold early arrivals in a waiting room and communicate with them via chat with a welcome message. Ask all presenters to arrive 15-30 minutes early for sound, camera, and technology checks. Plan to record the event to share with attendees and make sure to tell attendees the event is being recorded at the beginning and a few times later during the event. Build the slide deck with links to resources so you can share the deck as a handout and let attendees know so they do not worry about taking notes.